

Peerless-AV® Appoints Michael Möller as Senior Sales Manager, Germany

Michael brings a mix of end user, distribution and OEM sales experience to his new role



Watford, UK, 17 May 2021 – AV technology pioneer Peerless-AV® today announced that Michael Möller has joined as Senior Sales Manager for Germany in response to increasing sales growth and opportunities in the region, especially for dvLED and Outdoor Emerging Technology lines. Michael will support Director of Sales, Germany, Michaela Hirsch working in close partnership with OEMs, distributors and system integrators.

“We welcome Michael to the EMEA Sales team. An experienced sales manager with good relationships and knowledge of digital signage - from an end user, distribution and vendor perspective - will be very important for identifying new leads in new markets, and for the

continued growth of our business in the German market,” said Keith Dutch, Managing Director – EMEA, Peerless-AV.

With over 10 years’ experience in AV, Michael was previously a key account manager at LG Electronics for three years, where he was responsible for strategic expansion and new customer acquisition in the South and Middle of Germany for digital signage and LED. Working with major blue-chip clients he was involved in the management of big projects across Europe and Internationally. Prior to that, Michael was at Ingram Micro for seven years in various roles, including, most recently, sales consultant for hospitality and digital signage products.

Michael is fluent in English and is based in Munich. Commenting on his new role at Peerless-AV, Michael said, “The German AV industry is all about relationships and so I look forward to building and strengthening key integrator and distributor connections to expand our brand visibility and market share throughout the country. High bright outdoor displays and dvLED are in high demand from a lot of big accounts and, especially as business returns to normal post-pandemic, we look forward to significant growth in the coming months and years for these product areas.”

For more information on the full range of Peerless-AV mounts and solutions visit www.peerless-av.com. Follow the latest Peerless-AV news and updates on [Twitter](#), [Facebook](#), [LinkedIn](#) and [blog](#).

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About Peerless-AV

Driving Technology Through Innovation

For over 80 years, passion and innovation continue to drive Peerless-AV forward. We proudly design and manufacture the highest quality products, including outdoor displays and TVs, dvLED and LCD video wall systems, complete integrated kiosks, professional carts and stands, and more. Whether a full-scale global deployment or high-volume custom project, Peerless-AV develops meaningful relationships and delivers world-class service. In partnership with Peerless-

AV, you are trusting an award-winning team of experts who will support your business every step of the way. For more information, visit peerless-av.com.



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